



THE WORLD AUDIENCES SUMMIT

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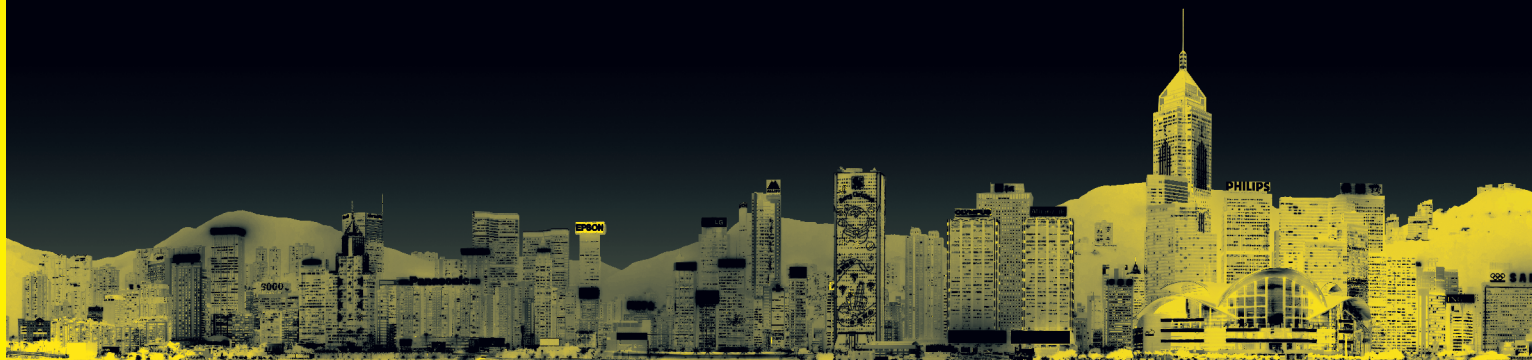
THE WORLD AUDIENCES SUMMIT TUESDAY 26 JUNE

18:00

WELCOME PARTY

Meet your fellow Summit attendees at the WET Bar on the W's 57th floor. While marvelling at the view, you'll receive a cultural introduction to Hong Kong.

Then, after the party, we'll whisk you off to a special Welcome Dinner hosted by your local director from the Kantar Media network.



SETTING THE STAGE WEDNESDAY 27 JUNE

Breakfast is served in The Kitchen from 07:00 onwards.

09:00

SETTING THE STAGE

Richard Marks, Global CEO,
Kantar Media Audiences

Richard outlines our two days together.

09:30

PRESENTATION THE END OF THE DIGITAL BEGINNING

Cecilia Yau, Partner:
Media, Entertainment
& Technology, PwC

Cecilia gives us an exclusive look at the findings from PwC's latest global Media, Entertainment and Technology study. The presentation will be followed by an opportunity to ask any questions you may have.

10:00

Networking break.



PICTURE THE FUTURE OF MEDIA WEDNESDAY 27 JUNE

10:30

OPENING REMARKS

Mandy Pooler, Director, Kantar

10:40

PRESENTATION

2012 MEDIA PRIORITIES FOR BRANDS IN CHINA

Andrew Carter, President, Investment Management, Group M (China)



10:55

PRESENTATION

SWITZERLAND: AT THE CROSSROADS OF LANGUAGES, CULTURES AND MEDIA

Manuel Daehler, CEO, MediaPulse (Switzerland)

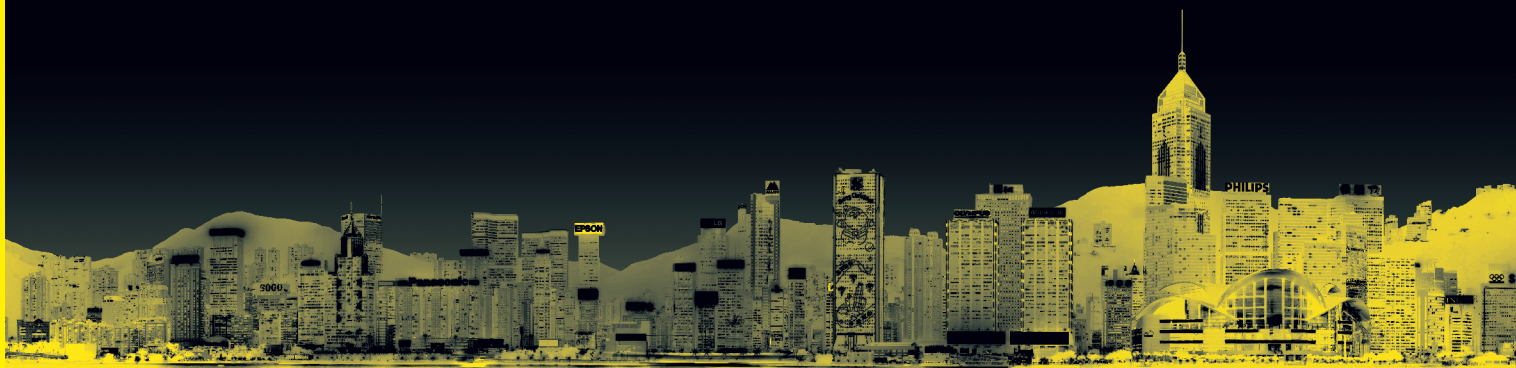


11:10

PRESENTATION

CREATING A NICHE FOR INDIAN CONTENT AMONGST A GLOBAL AUDIENCE

Bharat Ranga, Chief Content & Creative Officer, Zee International (India)



11:25

QUESTIONS

Get your questions in.

11:40

Networking break.

12:10

PANEL SESSION

MAPPING THE NEW WORLD

America: **Lyle Schwartz**, Managing Partner, Implementation Research & Marketplace Analysis, Group M (USA) [Conversation Catalyst]

Europe: **John Richard Hewitt**, Head of Research, TV2 (Norway)

Asia Pacific: **Vivian Tin**, Chief Officer – Customer Business Developments, ABS-CBN (Philippines)

Africa: **Brenda Wortley**, Head of Research & Strategy, dsTV Media Sales (South Africa)

Lunch will be served from 12.45.



MAKING CONNECTIONS WEDNESDAY 27 JUNE

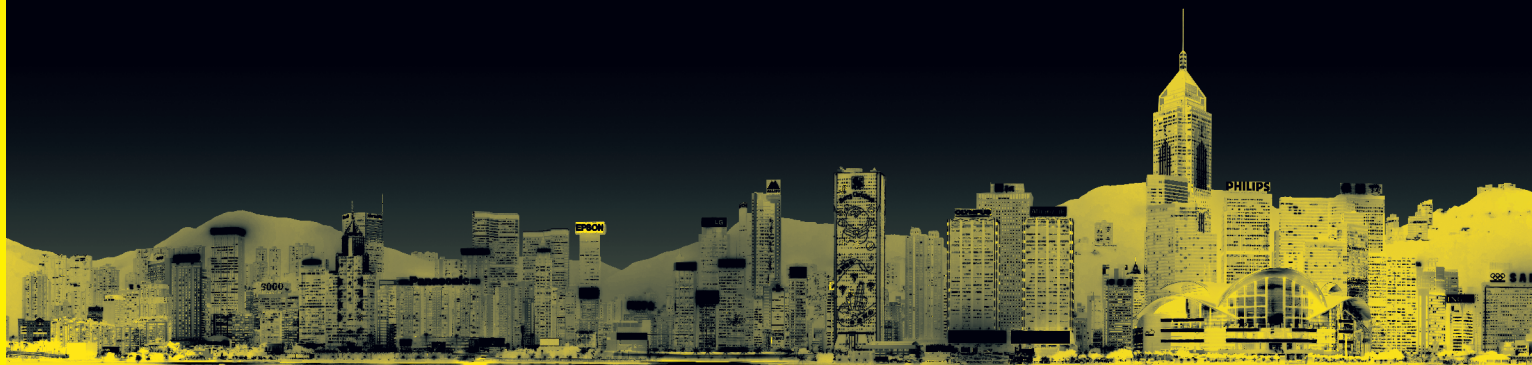
13:30

NETWORKING ACTIVITIES

MAKING CONNECTIONS

Your chance to explore
Hong Kong.

All Summit attendees have
signed up to one of three
networking activities. Please
contact the Summit helpdesk
if you have any questions.



18:30

THE WORLD AUDIENCES SUMMIT BANQUET

Join us at the top of Number One Peking Road at Hutong for the 2012 World Audiences Summit Banquet. This award-winning venue was designed to resemble a 21st century version of the Beijing Courtyard houses from which it takes its name. We'll have the best seats in Hong Kong for the nightly Light Show across the river.

Following our nine-course banquet, we'll head to the Island to experience the unique sights and sounds of Hong Kong's nightlife.



PICTURE THE FUTURE OF MEASUREMENT THURSDAY 28 JUNE

09:00

WELCOME

Richard Marks, Global CEO,
Kantar Media Audiences

09:10

OPENING REMARKS

Keld Nielsen, Global Business
Development Director,
Kantar Media Audiences

09:20

PRESENTATION

THE AUDITOR'S VIEW — WHAT ARE CLIENTS BEING TOLD?

Greg Paut, Principal,
R3 (China)

Greg will examine current media auditing trends and practices before discussing how media owners and agencies are being instructed to prioritise and leverage the benefits of a media audit. Finally, he'll turn his attention to the BRIC countries and the auditing challenges within them. Greg's presentation will be followed by an opportunity to ask questions.

09:50

THE INTERVIEW

A TALE OF TWO MARKETS

Jim Macteod,
President, BBM (Canada)

Chris O'Hearn,
General Manager,
Emirates Media Measurement
Company (UAE)

Jennie Beck, Global Director,
Kantar Media (UK) [Moderator]

tview



10:20

PRESENTATION
**YOU AIN'T SEEN
NOTHING YET?**

Wouter Quartier, Research
Manager, VRT (Belgium)



10:40

Networking break.

11:10

PRESENTATION
**MOBILE MARKETING AND
ADVERTISING, TODAY
AND TOMORROW FROM A
CREATIVE PERSPECTIVE**

Scott Seaborn, Executive Creative
Director, XS2

Scott will explore the mobile context and how this new creative media format can be used for storytelling. He'll provide insights into how best to use the mobile platform for brand building, strategy, insight and innovation – before discussing engaging and contagious mobile content trends. The presentation will include numerous examples and a look at “Mobile in the year 2020 – the future of advertising”.



11:40

THE INTERVIEW
**PRIVACY LEGISLATION:
WINNERS AND LOSERS**

George Pappachen,
Chief Privacy Officer, Kantar

Helen Katz,
SVP Research Director, Starcom
MediaVest Group (USA)

Diane Laura,
SVP Corporate Marketing, Kantar
Media North America (USA)

Lunch will be served
from 12.10pm.



Starcom MediaVest
GROUP

PUTTING PEOPLE IN THE PICTURE THURSDAY 28 JUNE

13:30

OPENING REMARKS

Jean-Michel Portier,
Global CEO, Kantar Media

13:40

THE INTERVIEW FOLLOW THE CONSUMER — ONE YEAR ON

One year on from New York, we meet up with Dr Jeffrey Cole once more. Delving into the big questions, we want to know: what's changed? What hasn't? And what are the emerging trends from the most recent global study of the media consumer?

13:50

PRESENTATION SLOW TV, FAST NUMBERS

One Boat, One Journey,
One event over six days.

Kristian Tolonen,
Head of Research,
NRK (Norway)



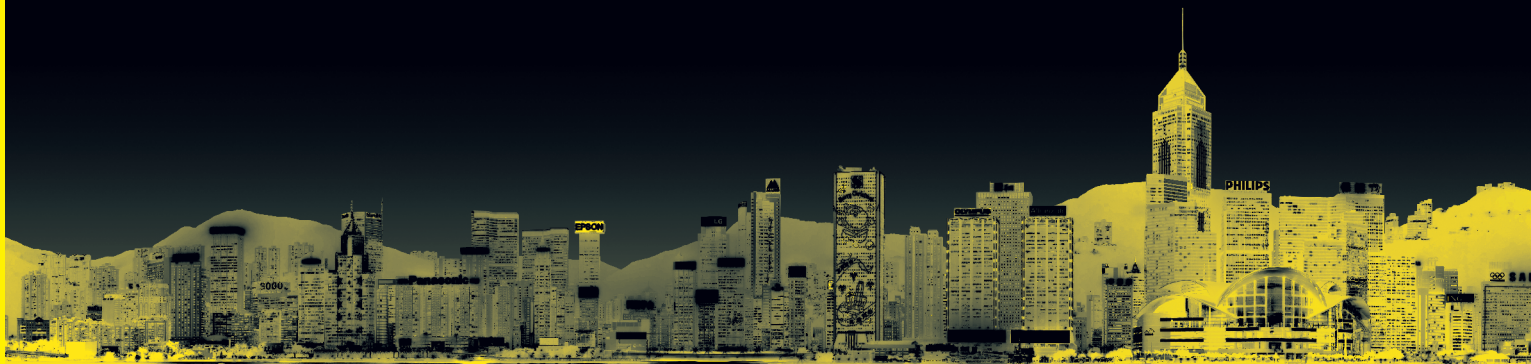
14:10

PRESENTATION TV OUTSIDE THE BOX

Xiaoyan Xu, Deputy Director,
Dragon TV (China)
Denis Yu, CIO, CIC (China)



东方卫视



14:40

PRESENTATION

FROM BEIJING TO LONDON – KEEPING THE AUDIENCE HAPPY

James Holden, Head of Audiences,
BBC (UK)



15:00

CLOSING REMARKS

Richard Marks, Global CEO,
Kantar Media Audiences

15:30

CLOSE

Kantar Media Executive Lounge
open on eighth floor.

